

Long-Term Care Awareness Campaign



The U.S. Department of Health and Human Services "Own Your Future" campaign features an easy-to-understand and use tool kit to guide long-term care resource planning. The tool kit includes information to help plan for financial, housing and health care needs as people age or in case of illness or accident. An audio CD with real-life long-term care planning success stories accompanies a hard copy booklet. Planning kits can be ordered by telephone or business reply card. The multi-state campaign is being launched to raise the public's awareness of care costs and encourage planning ahead to ensure needs are met.